Basic Concepts of Intercultural Communication: Paradigms, Principles, & Practice

Chapter Outline

PART I: Contemporary Text

1) Framing Intercultural Communication
   a) Introduction
      i) Why Intercultural Communication Matters
      ii) Overview and relationship to Basic Concepts of Intercultural Communication:
          Selected Readings
   b) Definitions & Scope
      i) Objective and Subjective culture
      ii) Terminology
      iii) Levels of analysis
      iv) Levels of abstraction
   c) Conceptual Focus
      i) Constructivist communication
      ii) Embodied experience

2) A Paradigmatic History
   a) Positivism and the Hierarchy of Civilization
      i) Newtonian paradigm
         (1) Newton’s physics
         (2) Comte’s positivism
         (3) Social Darwinism
      ii) Implications of positivism for intercultural theory
         (1) Culture is epiphenomenal
         (2) Culture is reified
         (3) Culture is personalized
      iii) Implications of positivism for intercultural practice
         (1) Area studies
         (2) Do’s & don’ts
         (3) Behaviorist learning
   b) Relativism and Cultural Systems
      i) Einsteinian paradigm
         (1) Systems theory
         (2) Post-modernism
      ii) Implications of relativism for intercultural theory
         (1) Cultural relativity
         (2) Linguistic relativity
         (3) The “silent language” of intercultural communication
      iii) Implications of relativism for intercultural practice
         (1) Creating awareness of perspective
         (2) Paradigmatic confusion
c) Constructivism and Intercultural Adaptation
   i) Quantum paradigm
      (1) Observer/observed interaction
      (2) Radical constructivism
   ii) Implications of constructivism for intercultural theory
      (1) Dynamic worldview
      (2) Embodiment
   iii) Implications for constructivism for intercultural practice
      (1) Self-reflexivity
      (2) Intercultural empathy

3) Cultural Context and Interaction
   a) Contextual awareness
      i) Boundary conditions of culture
      ii) Generalizations and stereotypes
      iii) Cultural self-awareness & identity
   b) Interaction analysis
      i) Language use
      ii) Nonverbal communication behavior
      iii) Communication style
      iv) Perceptual/cognitive style
      v) Cultural assumptions and values

4) Intercultural Adaptation
   a) Developing intercultural sensitivity
      i) The ethnocentric positions
         (1) Denial
         (2) Defense
         (3) Minimization
      ii) The ethnorelative positions
         (1) Acceptance
         (2) Adaptation
         (3) Integration
   b) Resolving developmental issues
      (1) Recognizing simple diversity
      (2) Establishing common humanity
      (3) Generating self-awareness; resolving unity & diversity
      (4) Moving to contextual ethicality
      (5) Resolving adaptation to difference & authenticity
      (6) Resolving integration of difference & integrity

5) Intercultural Practices
   a) International/Multicultural Education
      i) The value of intercultural communication in higher education
      ii) Linking intercultural communication to traditional liberal arts education
         (1) The emphasis on multiple disciplinary perspectives
b) International Exchange and Study Abroad
   i) Turning cross-cultural contact into intercultural learning
      (1) Strengths and limits of contact
      (2) Intercultural learning
   ii) Measuring intercultural learning
   iii) Intercultural education
      (1) Resolving Denial and Defense in pre-departure programs
      (2) Moving beyond Minimization in study abroad
      (3) Fostering Acceptance and Adaptation on-site
      (4) Using re-entry programming to establish Integration

c) Global business management/leadership
   i) The intercultural mindset
      (1) Investing in intercultural communication
      (2) Everywhere is Rome
   ii) The intercultural skillset
      (1) Focus on worldview experience
      (2) Using cultural generalizations, avoiding cultural stereotypes
      (3) Leveraging learning with culture-general frameworks
      (4) Creating strategies for mutual adaptation
   iii) Developing intercultural sensitivity
      (1) The disinterest of Denial
      (2) The destructiveness of Defense
      (3) The small world of Minimization
      (4) Self-referential Acceptance
      (5) Perspective-taking in Adaptation
      (6) Creative Integration
   iv) Conclusion

**PART II: Classic Readings**

1. Whorf, Science & Linguistics (10pp)
2. Hall, Hidden Differences (14pp)
3. Singer, Perceptual Approach (12pp)
4. Stewart, Cultural Values (15pp)
5. Barnlund, Global Village (16pp)
6. Barna, Stumbling Blocks (16pp)
7. Bennett, Empathy/Sympathy (23pp)
8. Adler, Cultural Identity (20pp)